

# NOVE ILHAS

## O CORREIO CANADIANO



Toronto is home to more than half of Canada's 180,000 Portuguese speakers. For over 15 years, Multicom Media's weekly *Nove Ilhas* has been an integral part of Toronto's large and vibrant Portuguese community reaching over 50,000 Portuguese readers each week. *Nove Ilhas* delivers objective, top quality and timely coverage on key issues and how they affect the community. Its local, national and international coverage incorporates special feature articles, key figures in the community, well-covered local associations, and Portuguese special events and celebrations. It also carries selected stories from abroad in the Portuguese-speaking world that the mainstream dailies will not carry.

### Promotions & Sponsorships

- Portuguese National Day
- Brazilian Independence
- Portuguese, Brazilian and local community sports coverage
- Travel Promotions
- Wine & Grape Harvest

### Circulation & Distribution

*Nove Ilhas* is delivered free of charge throughout the Portuguese community through almost 600 distribution points in key areas of Toronto. 75% of *Nove Ilhas* distribution is in Toronto Proper with the remainder being delivered to the Greater Toronto Area, including Brampton, Oakville, Etobicoke and North York.

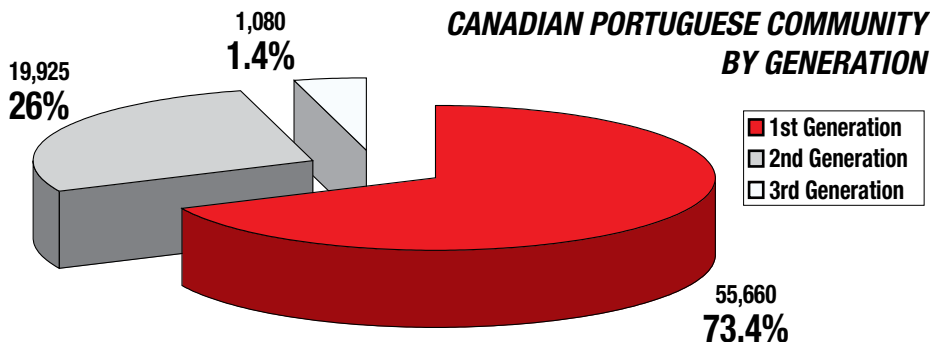
**Circulation: 18,000**

### READERSHIP

Weekly (Tuesdays)

**50,000+ readers**

### SELECTED DEMOGRAPHICS



- 52% of Portuguese speakers live in Toronto
- 68% of Toronto's Portuguese speakers were born in Portugal
- 47% of Portuguese speakers are between 20 and 39 years old
- 73% are married
- 78% own their own home
- 65% participation rate in the workforce
- 60% have a high school certificate or higher
- 63% of Portuguese households contain 4 or more people
- Nearly 25% do not speak English

Source: Statistics Canada, Census 2006

*Largest  
circulation  
Portuguese  
Paper  
in the GTA*

### CONTACT US

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